



Industry Forum



# IBC 2006

# MPEGIF Member

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## What is the MPEG Industry Forum?

The MPEG Industry Forum is a not-for-profit organization with the following goal:

**“To further the adoption of MPEG Standards, by establishing them as well accepted and widely used standards among creators of content, developers, manufacturers, providers or services, and end users.”**

With almost **75 member companies** representing broad, worldwide interests in all aspects of digital video, the **MPEG Industry Forum** was established to further the understanding and adoption of **MPEG-4, MPEG-7, MPEG-21** and other emerging MPEG standards. A key activity this year is the expansion of the MPEGIF Logo Qualification Program that will make the **MP4 logo** a common sight on consumer electronics products and professional equipment products alike.

### MPEGIF Logo Qualification Program

In an effort to promote interoperability of MPEG products and compliance with MPEG technical standards, the MPEG Industry Forum has re-launched the MPEGIF Logo Qualification Program in which companies can test the performance of their MPEG products in coordination with other MPEG products with ISO/ITU based reference streams. Companies with products that pass the steps of the Qualification Program are permitted to attach a MPEGIF “Qualified Products” Mark to such products as an indication of such accomplishment. The Mark provides a way by which consumers can distinguish MPEG products tested in accordance with the MPEGIF Qualification Requirements from other products claiming MPEG compliance.



**For more information** about the Logo Qualification Program, please visit the MPEGIF website at [logo.mpegif.org](http://logo.mpegif.org)

### Official Joining Procedures

The MPEG Industry Forum supports two memberships types as described below.

#### **Principal Member (Full)**

The Principal Membership is for most organizations. This type of membership provides access to all activities in the Forum plus voting rights. A Principal member is entitled to one (1) vote at the Annual and General Meetings and any Committee Meeting in which they participate. The membership fee for the current year is US\$3,000. If you join after the first quarter of the year the membership dues is prorated.

#### **Associate Member**

The Associate Membership is reserved for not-for-profit organizations and institutions. This type of membership carries the same privileges as Full Membership, except that you cannot vote in General Assembly meetings and Committees, and you cannot serve on the Board of Directors. The membership fee for the year is US\$3,000.

## MPEGIF At IBC 2006

Super Session “Standards Based Technologies in IPTV Ecosystems”

Saturday, September 9, 2006, 9:30 - 1:00p.m. Room 0, RAI Center

The **MPEG Industry Forum (MPEGIF)** is presenting an informational Super Session at IBC2006 entitled “**Standards Based Technologies in IPTV Ecosystems**”. Industry experts representing the most influential players in next generation video entertainment, multimedia, and standards-based video delivery will exchange views on trends and technologies that are changing the way digital multimedia is created, compressed, delivered and monetized. IPTV today is associated with its adoption by Telco TV. However it is not restricted to that and IP is already being adopted by other means of delivery such as cable and wireless. IP is the technology that is finally creating the converged information delivery infrastructure and an ecosystem is emerging, with new video and audio codecs, new middleware and content protection methods and completely new viewing experiences. Service operators adopting these new video technologies will share their experiences to date as they deploy these new services around the world.

Gain insider perspectives on the future of MPEG-4 AVC/H.264 video and other emerging MPEG technologies, the importance of IP distribution and how unicast delivery will affect the ubiquity of video entertainment; potential business models and preferences for viewing and connecting content in the home, in the office or on the handheld device.

## MPEGIF Members

Exhibiting at IBC 2006

### **Advanced Digital Broadcast**

**1.111**

Advanced Digital Broadcast was founded in 1995 and is one of the leading providers of high-quality products to the digital television market worldwide. Since releasing its first unit in 1997, the company has deployed over 7 million set-top boxes, across high-volume markets, incorporating the industry’s leading middleware, conditional access and hardware technologies.

[www.adbglobal.com](http://www.adbglobal.com)

### **Apple**

**7.521**



[www.apple.com](http://www.apple.com)

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues as an industry leader in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

### **Canon Inc.**

**11.530**



[www.canon.com](http://www.canon.com)

Our extensive product line and digital solutions enable businesses and consumers worldwide to capture, store, and distribute information. Canon products include color and black-and-white copiers, printers, image filing systems, facsimile machines, cameras, and lenses, camcorders, semiconductor, broadcast, and optical equipment, flatbed scanners, and other specialized industrial products.

## MPEGIF Members

Exhibiting at IBC 2006

### Coding Technologies

7.521



[www.codingtechnologies.com](http://www.codingtechnologies.com)

Coding Technologies provides the best audio compression for mobile, broadcasting, and Internet. SBR™ (Spectral Band Replication) from Coding Technologies is a backward and forward compatible method to enhance the efficiency of any audio codec; putting the “PRO” in mp3PRO and the “Plus” in aacPlus. Parametric Stereo from Coding Technologies and Philips again significantly increases the efficiency of audio codecs for stereo signals at low bit rates. Products from Coding Technologies are fundamental enablers of open standards such as 3GPP, 3GPP2, MPEG, DVB, Digital Radio Mondiale, HD Radio, and the DVD Forum.

### dicas

1.176



[www.dicas.de](http://www.dicas.de)

dicas is an MPEG-focused video coding specialist and a leading developer of ISO MPEG-4 real-time video coding solutions for broadcast, IPTV, mobile TV, Internet streaming, multimedia and security applications. dicas offers a family of MPEG-4, MPEG-4 AVC/H.264 and 3GPP-compliant solutions including professional software tools and components for a number of operating systems and DSPs/ICs (under the brand name mpegable) as well as a series of hardware encoder and decoder appliances aimed at IPTV, mobile TV operators and broadcasters. dicas also supplies services for the development, customisation and optimisation of MPEG-based video coding solutions. At IBC2006 dicas is presenting the new version of the dicas 2010, a broadcast quality encoding and streaming 1 rack-unit solution. The dicas 2010 supports AVC/H.264 as well as MPEG-4 ASP up to SDTV resolution.

### Envivio

1.550



[www.envivio.com](http://www.envivio.com)

Envivio Inc. is a leading technology provider of IP-based MPEG-4 video systems and solutions for telcos, enterprises, and broadcasters. Supporting a wide range of devices and delivery networks, Envivio offers IP video solutions from mobile to HD including mobile video services, video to the desktop, video-on-demand, and interactive IPTV. Envivio offers industry-leading AVC/H.264 compressed video quality at the lowest bit rate for mobile TV, PC streaming, standard definition and high definition television deployments. Service providers worldwide use Envivio systems to reduce their operational costs while offering subscribers compelling video services anytime, anywhere and anyplace.

### Fraunhofer IIS

M230/8.380



[www.iis.fraunhofer.de/amm](http://www.iis.fraunhofer.de/amm)

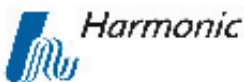
At the IBC Mobile Zone, the Fraunhofer Institute for Integrated Circuits IIS is demonstrating the latest results of its DVB-H developments. Our improved DVB-H player SDK for Windows CE and embedded Linux-based devices operates with DVB-H receivers using the IP interface. Furthermore it comes along with the integration of ISMACryp – an encryption system for the secure transfer of multimedia content. Besides the Mobile Zone presence, Fraunhofer IIS Audio and Multimedia Realtime Systems departments are also exhibiting in Hall 8, booth 8.380. Presentations involve the latest trends within the new MPEG Surround standard and the HD movie theatre for the living room using MPEG-4 AVC. Broadcasters might also be interested in maximum sound quality via any transport channel, using HD-AAC. Finally Fraunhofer IIS presents content protection based on the rapidly growing open standard OMA DRM 2.0.

## MPEGIF Members

Exhibiting at IBC 2006

### Harmonic Inc.

1.134



[www.harmonicinc.com](http://www.harmonicinc.com)

A leader in digital video, IP delivery and broadband networking solutions, Harmonic multiplies the power of TV for terrestrial, satellite, telco/IPTV and cable operators around the world. Harmonic's powerful range of standards-based solutions enables pace-setting HD and SD television services to be efficiently delivered to TVs, PCs, handhelds and other devices. At IBC2006, Harmonic is showcasing the latest HD and SD MPEG-4 AVC (H.264) encoders, setting a new benchmark for video quality and bit-rate efficiency. Harmonic is also presenting systems that generate a more personalised TV experience such as dynamic, interactive multi-channel digital mosaics, advanced picture-in-picture (PiP) and video-on-demand. Other featured solutions make it possible for mobile network operators to offer a compelling video service to handhelds.

### Hitachi

11.231



[www.hitachi.com](http://www.hitachi.com)

Since its founding in 1910, Hitachi has acted from a corporate philosophy of contributing to society through technology. In the intervening years, the world and society have changed greatly, but we have never lost our pioneering spirit, based on the principles of harmony and sincerity. Now, as we embark upon the new century, global change is becoming ever more dynamic. We have adopted the phrase "Inspire the Next" as a declaration of our vow that the Hitachi brand will meet the expectations of our customers and society in this new age. This statement embodies Hitachi's commitment to continue to inspire coming generations with the latest products, systems and services, for a more vibrant society. It is also an expression of our strong commitment to boldly face whatever new challenges the times bring us: whatever comes "Next."

### MainConcept

2.340



[www.mainconcept.com](http://www.mainconcept.com)

MainConcept - The Codec People is a world leader in video codec technology for film, post production, broadcasting, television, video industries, communications, consumer applications and many more business fields. Over the years MainConcept has developed a complete range of all-important standards-based codecs for the PC and established long-term relationships with many leading companies all over the world. With its team of experts, MainConcept has been working on the strategy: 'Every Codec, Every Platform.' Based on its dominating codec position in the PC market, the company is now entering the embedded and broadcast markets by porting its video codecs to many new embedded systems, doing IP cores for FPGAs, and building its own hardware platform for real-time, broadcast-quality encoding.

### Mayah

1.231



[www.mayah.com](http://www.mayah.com)

MAYAH presents its full current product range focusing on an audio video en/decoder IO [io] 8000/8001 as an MPEG-4 H.264/AVC coding solution for DVB-H, DMB and other mobile TV applications. Thoroughly tested during recent DVB-H trials, IO [io] 8000 approved its interoperability with the mobile TV broadcasting equipment and the highest picture and sound quality. MAYAH audio family is presented with a new options. Centauri II audio gateway codec, Merk II portable audio gateway codec/mixer, Ganymed 1102 IP audio gateway codec and Ganymed 1002 IP audio decoder are available at the MAYAH stand.

## MPEGIF Members

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### MnD

7.925



[www.mnd.fr](http://www.mnd.fr)

MnD Semiconductors from Paris, France, world leaders in heterogeneous multiprocessor system-on-chip (MPSoC) and software development has developed an original method of implementing any type and level of MPEG-4 AVC/H.264 video codec with its well established MPSoC platform and software development system. MnD's Silver Screen™ AVC's are uniquely scalable through its standard MPSoC chips and user-configurable software library. Silver Screen™ AVC's competitively fit both end of the link, from AVC encoders and decoders for mobile, set-top box and consumer products to multichannel transcoders and broadcast systems. OEMs can also add their own software to these fully programmable codecs.

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### Modulus Video

1.144



modulus video

[www.modulusvideo.com](http://www.modulusvideo.com)

Modulus Video focuses 100 percent of its efforts on perfecting the use of the MPEG-4 AVC video compression standard. As a result, its encoders are a critical component behind today's most compelling IPTV deployments, providing highly efficient use of available bandwidth and delivering outstanding standard definition and high definition television services over new and existing broadband infrastructure. Modulus Video offers a broad range of AVC encoding systems to meet any application requirement. The ME2000 series is the first compact (1 rack unit) multiformat encoding platform that can be easily switched via a software control between high definition (HD) and standard definition (SD) video outputs. The ME6000 is a real-time, high definition MPEG-4 AVC video encoder that utilizes the industry's highest levels of processing power to deliver the maximum benefits of the AVC toolkit for the most demanding applications.

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### Motorola

1.558



[www.motorola.com](http://www.motorola.com)

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you get, and stay, connected simply and seamlessly to the people, information and entertainment that you want and need. We do this by designing and delivering must-have products, must-do experiences and powerful networks - along with a full complement of support services. At IBC2006, Motorola displays its leading combination of software platform and set-top solutions for IPTV, deployed by telecom operators such as Telefónica, KPN and TeliaSonera.

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### Neotion

1.146



[www.neotion.com](http://www.neotion.com)

NEOTION is the leading provider of solutions enabling manufacturers to integrate MPEG-4 technology into their products. Its pioneering vision of the digital world coupled with a state-of-the-art technology inspired NEOTION to develop innovative and advanced solutions, anticipating digital home convergence. Its products enable current Digital TV and decoders to be compatible with the MPEG-4 standard thus permitting VOD, IPTV and many more interactive applications. Addressing the requirements of the digital TV receivers market, NEOTION provides reference designs and innovative services marketed under the label "my NEOTIONbox".

## MPEGIF Members

Exhibiting at IBC 2006

### **Nokia**

**4.241/M224**



[www.nokia.com](http://www.nokia.com)

Visit Nokia at IBC, Europe's largest broadcasting exhibition, to discover new opportunities offered by mobile TV and video. Mobile TV is at a crucial stage of development with commercial services soon to launch. At IBC, Nokia is demonstrating its full mobile broadcast solution architecture based on DVB-H. This includes the Nokia Broadcast Solution 3.1 and Nokia N92 mobile device. We are broadcasting live international and local TV channels with interactive services over DVB-H throughout the event. At IBC Nokia is also demonstrating its full range of solutions for distributing video content to mobile devices. This includes IPTV and video-on-demand services in cellular and Wi-Fi networks and over-the-air rich multimedia content delivery capabilities.

### **NTT**

**6.003/1.441**



[www.ntt.com](http://www.ntt.com)

The NTT Group provides Innovative HDTV Solutions for broadcasters and professional video artists. NTT (Nippon Telegraph & Telephone Corporation) R&D labs performs the research and development of most advanced/high performance video codec technologies such as H.264/MPEG-4 AVC, and high performance networking technologies, in order to contribute to the video and network industries. NTT is exhibiting technologies including an ultra-low latency AVC/H.264 codec, AVC/H.264 offline software encoding technology, a compact MPEG-2 codec system for interactive video communications, etc, in cooperation with the NTT Electronics Corporation.

### **NVIDIA**

**7.818**



[www.nvidia.com](http://www.nvidia.com)

NVIDIA Corporation (Nasdaq: NVDA) is the worldwide leader in programmable graphics processor technologies. The Company creates innovative, industry-changing products for computing, consumer electronics, and mobile devices. The NVIDIA® graphics processing unit (GPU) and media and communications processor (MCP) brands include NVIDIA GeForce®, NVIDIA GoForce®, NVIDIA Quadro®, and NVIDIA nForce®. These product families are transforming visually-rich applications such as video games, film production, broadcasting, industrial design, space exploration, and medical imaging.

### **Pace Micro Technologies**

**1.221**



[www.pace.co.uk](http://www.pace.co.uk)

Pace Micro Technology is the world's largest dedicated developer of digital TV set-top box technology and the only company to design digital TV set-top boxes for all broadcast platforms - Cable, Satellite, Terrestrial and IPTV. Pace supplies its set-top boxes to a large number of digital TV broadcasters, operators and retail customers worldwide. At IBC2006, Pace Micro Technology is showcasing its latest HD product families for all platforms, our latest achievements in next generation network technologies and our current range of advanced set-top boxes that have been chosen by leading payTV operators across the world.

## MPEGIF Members

Exhibiting at IBC 2006

### Philips

**1.181a**

**PHILIPS**

[www.philips.com](http://www.philips.com)

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies, as well as the largest in Europe, with 161,500 employees in over 60 countries and sales in 2005 of Euro 30.395 billion. Active in over 60 businesses, and with more than 115,000 registered patents, Philips is currently number 1 in the world market for electric shavers and DVD recorders. We're also a global leader in lighting, in TV, video and audio products, and in medical diagnostic imaging systems. Within the cyclical goods market, Dow Jones recently ranked us the global leader in sustainability. In a world in which technology increasingly touches every aspect of daily life, we want to bring 'Sense & Simplicity' to consumers with advanced, easy to use products that are designed specifically to meet their needs, wherever in the world they may be. We will do this by focusing on the areas of Healthcare, Lifestyle and Technology.

### Qualcomm

**M211**

**QUALCOMM**

[www.qualcomm.com](http://www.qualcomm.com)

Next-generation wireless communications is emerging as the most important technology of this millennium. To ensure that the entire wireless industry is inspired and continues to evolve, innovate and experience success, QUALCOMM develops its technologies and solution for the purpose of enabling key participants in the wireless value chain. By partnering with and acting as an enabler to the business activities of these participants, QUALCOMM ultimately enables consumers, professionals and government entities - the end users who benefit from the success of the wireless industry today and into tomorrow.

### Radyne

**1.239**

**RADYNE**

[www.radynecomstream.com](http://www.radynecomstream.com)

Radyne (owner of subsidiary companies Tiernan and Xicom) designs, manufactures and markets satellite earthstation equipment, satellite IP modems, satellite broadband modems, audio and data receivers, converters and microwave modems. The Tiernan subsidiary, ([www.tiernan.com](http://www.tiernan.com)) is a supplier of HDTV and SDTV encoding and IRD transmission equipment. The Xicom subsidiary ([www.xicomtech.com](http://www.xicomtech.com)) provides high power SSPAs, TWTAs and Klystron amplifiers to the satellite and wireless community. Power levels range from 20W - 2750W.

## MPEGIF Members

Exhibiting at IBC 2006

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### SamSung

1.249



Samsung Semiconductor, a market-leader in various types of memory, system logic, processors, and ASICs, drives the next generation of consumer broadcasting products in the digital revolution. Samsung focuses on the convergence of digital and wireless technologies in rapidly growing mobile TV and digital TV markets. Samsung Semiconductor offers receiver front-end chip sets together with total system solutions to enable your next products for mobile and digital TV applications. At IBC2006, Samsung Semiconductor is demonstrating digital TV channel demodulator technology. As a market-leader in the flat-panel TV industry, Samsung digital TVs have validated the performance and reliability of Samsung demodulators. Come and learn about Samsung VSB/QAM and DVB-T receiver front-end chip sets and total digital TV solutions.

[www.samsung.com](http://www.samsung.com)

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### Scientific Atlanta

1.471



Scientific Atlanta, which became a Cisco company on February 24, 2006, is a \$1.9 billion company changing the way consumers interact with their televisions, and is a leading supplier of transmission networks for broadband access to the home, set-tops, cable modems and digital interactive subscriber systems for video, high speed Internet, voice over IP (VoIP) networks, and worldwide customer service and support. Scientific Atlanta is applying a half-century of innovations to today's convergence of the PC and the TV and helping to extend multimedia broadband applications to new platforms via interactive broadband networks, set-tops and cable modems.

[www.sciatl.com](http://www.sciatl.com)

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### Sentivision

3.116



Sentivision: Complete Video On Demand and IP-TV systems Sentivision is an innovative provider of cutting-edge media technologies and products for the digital entertainment market. Our products include: Complete Solutions for Video On Demand (VOD) and IP-TV broadcasting over the Internet, Set Top Boxes supporting H.264/AVC over IP networks. Sentivision is committed to providing its customers with solutions enabling secure and reliable video transmission over low and medium bandwidth IP-based networks such as ADSL. Sentivision is partially owned by Sony Communications Network Corp.

[www.sentivision.com](http://www.sentivision.com)

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### Siemens

9.240



Siemens Information and Communication is a global innovation leader in communications technology and has a clear vision of the communications landscape of the future: uniform access to all communications services and applications, over any network and with any communication device. This includes the delivery of innovative technology solutions and services for broadcast and media companies worldwide, helping them create, manage and distribute content more effectively, to more customers, across multiple platforms, whilst managing the underlying IT infrastructure and systems to enable this.

[www.siemens.com](http://www.siemens.com)

## MPEGIF Members

Exhibiting at IBC 2006

### **Sigma Design**

**1.550**



[www.sigmadesigns.com](http://www.sigmadesigns.com)

Sigma Designs provides silicon-based media processors for IPTV set-top boxes, digital media receivers, high definition DVD players, HDTV, and portable media players. The company's award-winning technologies are used in a variety of consumer applications providing highly integrated solutions for high-quality decoding of H.264, VC-1, MPEG-4, MPEG-2 and MPEG-1. Sigma now offers three families of media processors to match customer needs for low-cost, high performance, and flexibility. Our industry-leading SMP8630 series represents a de facto standard in IPTV Set-top boxes, including MSTV platforms as well as Blu-ray players.

### **Tandberg Television**

**1.461**



[www.tandbergtv.com](http://www.tandbergtv.com)

Whether it's advanced compression systems, on-demand or interactive television, TANDBERG Television delivers the technology and expertise that's moving digital media forward. At IBC we are showing our award-winning solutions that are enabling the world's leading network operators, broadcasters, content owners and programme makers to deliver new viewer experiences and advertising opportunities. Our stand features live demonstrations of our broad suite of open, standards-based products that offer the highest quality digital solutions for IPTV, HDTV, video on-demand, advertising on-demand and interactive applications - all designed to help you maximise consumer appeal and generate increased return on your network investment.

### **Tektronix**

**9.429**



[www.tek.com](http://www.tek.com)

Tektronix, Inc. is a test, measurement, and monitoring company providing measurement solutions to the communications, computer and semiconductor industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy and manage next-generation global communications networks and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is [www.tektronix.com](http://www.tektronix.com). Tektronix is showcasing its brand new line of waveform monitors WFM7100. This new line of instruments enables customers to work efficiently in the digital transition from analogue to SD and to HD. The new WFM7100 also supports.

### **Zoran**

**B8/B9**



[www.zoran.com](http://www.zoran.com)

Zoran Corporation is a leading provider of digital solutions in the growing digital entertainment and digital imaging markets. With two decades of expertise, Zoran has pioneered high-performance digital audio and video, imaging applications, and Connect and Share technologies for the digital home.

**Contact the MPEG Industry Forum:**

Phone: 510-744-4025

Fax: 510-608-5917

[www.mpegif.org](http://www.mpegif.org)

[info@mpegif.org](mailto:info@mpegif.org)